32

32

\$50,100.00

\$50,100.00

\$42,585.00

\$42,585.00

0.00

0.00

ORDER

Orders Order / Rev: 705458 06269895 Alt Order #: NRCC IE Product Desc: **KARE** Estimate: 2963 Flight Dates: 10/19/12 - 10/25/12 Primary AE: Jim Quinn Original Date / Rev: 08/09/12 / 08/09/12 Sales Office: T-PHI Order Type: Political Sales Region: NAT **National Media Research Planning** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Lane EOM/EOC Billing Cycle: Alexandria, VA 22314 Agency Commission: 15% Advertiser **NRCC-IE** Name: A35-64 Demographic: New Business Thru: IS-Candidate/US House,IS-Issue/Non **Product Codes:** Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID: Bill Plan **Totals** Start Date **End Date** # Spots Gross Amount Net Amount Month # Spots Gross Amount Net Amount Rating

October 2012

Totals

Account Executives

10/25/12

32

10/01/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
.lim Quinn			Start Of Order - End Of Order	100%

\$42,585.00

\$50,100.00

Ln Ch St	art End	Inventory Code	Break	Start/End	I Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KARE 10/	19/12 10/19/12	M-F 10-1035p	CM	10-1035p	F	:30	1	\$3,500.00 P-2	0.00 NM	1	\$3,500.00
		KARE News 10p									
KARE11NW											
Start Da		Weekdays_	Spots/Week	Rate	Rating						
Week: 10/15/1		F	1	\$3,500.00	0.00						
E 2 KARE 10/	19/12 10/19/12	Tonight Show	CM	1035pm-11	35pm F	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
		Tonight Show									
TONITE SH				_							
Start Da		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/15/1		F	1	\$900.00	0.00						
E 3 KARE 10/	19/12 10/19/12	M-F 430-5p	CM	430-5P	F	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
		Jeopardy									
JEOPARDY				_							
Start Da		Weekdays_	Spots/Week	Rate	Rating						
Week: 10/15/1		F	1	\$1,000.00	0.00						
E 4 KARE 10/	19/12 10/19/12	M-F 6-630p	CM	6-630p	F	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
		KARE 11 6 News									
NBC NITEL											
Start Da		Weekdays_	Spots/Week	Rate	Rating						
Week: 10/15/1		F	1	\$2,000.00	0.00						
E 5 KARE 10/	19/12 10/19/12	M-F 6-7a	CM	6-7a	F	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
		KARE 11 Sunrise	M-F								
KARE11-SU				_							
Start Da		Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/1	2 10/21/12	F	1	\$1,000.00	0.00					I	

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KARE

Order / Rev: 705458

06269895

Alt Order #:

Advertiser:

NRCC IE Product Desc:

NRCC-IE

Flight Dates: 10/19/12 - 10/25/12 Estimate: 2963

Ln Ch	Start	End	Inventory Code	Break	Start/End	I Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
6 KARE	10/19/1	2 10/19/12	Fri Prime	CM	Fri Prime	F	:30	1	\$1,900.00 P-5	0.00 NM	1	\$1,900.00
WHO D	O-ARE		WHO DO YOU TI	HINK YOU	(6:58 PM-8:	00 PM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	F		\$1,900.00	0.00			40.500.00.D.0	0.00.1114		40.500.00
E 7 KARE	10/22/1	2 10/22/12	M-F 10-1035p KARE News 10p	СМ	10-1035P	M	:30	1	\$3,500.00 P-2	0.00 NM	1	\$3,500.00
KARE11	1NWS-10)										
Sta Week: 10/	rt Date	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$3,500.00	Rating 0.00						
E 8 KARE			Tonight Show	CM		35pm M	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
			Tonight Show		·	·						
TONITE	SHW rt Date	End Data	Wookdays	Spots/Week	Pata	Rating						
Week: 10/2		End Date 10/28/12	<u>Weekdays</u> M	<u>3pois/Week</u>	<u>Rate</u> \$900.00	0.00						
E 9 KARE	10/22/1	2 10/22/12	M-F 430-5p	СМ	430-5P	M	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
JEOPA	DDV		Jeopardy									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	M		\$1,000.00	0.00						
E10 KARE	10/22/1	2 10/22/12	•	CM	6-630p	M	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
NBC NI	TELY NV	VS	KARE 11 6 News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	M	1	\$2,000.00	0.00						
E11 KARE	10/22/1	2 10/22/12	M-F 6-7a KARE 11 Sunrise	CM M-E	6-7a	M	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
KARE1	1-SUNRS	6@6	NANE II Sullise	IVI-I								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	M		\$1,000.00 1030P-1202	0.00 2A S-	:30		\$4.0E0.00 D.0	0.00 NM	1	¢ 4 050 00
E 12 KARE	10/20/1	2 10/20/12	Saturday Night Liv Saturday Night Liv		1030F-1202	ZAS-	.30	,	\$1,850.00 P-2	U.UU INIVI	'	\$1,850.00
SAT NI			, ,									
Sta Week: 10/	rt Date	End Date 10/21/12	Weekdays S-	Spots/Week 1	Rate \$1,850.00	Rating 0.00						
E 13 KARE			Sat 5-530p	CM	5-530P	S-	:30	1	\$850.00 P-2	0.00 NM	1	\$850.00
		0,_0,	KARE 11 5 News		0 000.	٥		·	φοσσίου: _	0.00		Ψ000.00
_	1NWS-5	End Data	Maakdaya	Cnoto/Mook	Doto	Dating						
Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$850.00	Rating 0.00						
E14 KARE	10/20/1	2 10/20/12	Sat 6-630p	CM	6-630P	S-	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
KADE4	1 NIMO 6	C A	KARE 11 6 News	Sa								
_	1NWS-6 rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	S-	1	\$900.00	0.00						
E15 KARE	10/20/1	2 10/20/12		CM	8-10a	S-	:30	1	\$850.00 P-2	0.00 NM	1	\$850.00
KARF1	1 NWS S	AT	KARE 11 Saturda	ıy								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	S-	1	\$850.00	0.00						
E16 KARE	10/21/1	2 10/21/12	Sun 5-530p KARE 11 5 News	CM	5-530P	S	:30	1	\$1,100.00 P-2	0.00 NM	1	\$1,100.00
KARE1	1NWS-5		NAINE II 3 NEWS	Ju								
	rt Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 10/ E17 KARE		10/21/12	SUN TOV	CM	\$1,100.00 8-9a	0.00	:30	1	\$400.00 P-2	0.00 NM	1	\$400.00
LII NAKE	10/21/1	∠ 1U/∠I/IZ	NBC Today Show		0 - 3d	5	.30	1	φ400.00 ۲-2	U.UU INIVI	'	φ400.00
SUN TO	_											
Sta Week: 10/	rt Date	End Date 10/21/12	Weekdays S	Spots/Week 1	Rate \$400.00	Rating 0.00						
E 18 KARE			<u> </u>	CM		35pmT	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
		··				• •					i .	,

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KARE

Order / Rev: 705458

Advertiser: 06269895 Alt Order #:

NRCC IE Product Desc:

NRCC-IE

Flight Dates: 10/19/12 - 10/25/12 Estimate: 2963

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			Tonight Show Tonight Show									
TONITE	SHW		Torngrit Onow								_	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E19 KARE		10/28/12	T M-F 430-5p	CM	\$900.00 430-5P	0.00 T	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
L 19 NANL	10/23/1	2 10/23/12	Jeopardy	Civi	430-31	1	.30	'	\$1,000.00 F-2	U.UU INIVI	l '	\$1,000.00
JEOPA	RDY											
Sta Week: 10/	rt Date	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week	Rate \$1,000.00	Rating 0.00						
E 20 KARE				CM	6-630p	T	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
220 101112	10/20/1	2 10/20/12	KARE 11 6 News		О ССССР	•	.00		Ψ2,000.001	0.00 14141	·	Ψ2,000.00
	TELY NV				_							
Sta Week: 10/	rt Date	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$2,000.00	Rating 0.00						
E 21 KARE			M-F 6-7a	CM	φ2,000.00 6-7a	T	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
	. 0, 20, .	0, _ 0,	KARE 11 Sunrise	_	0.4		.00		Ψ.,σσσ.σσ. =	0.00		ψ.,σσσ.σσ
	1-SUNRS					5						
Sta Week: 10/	rt Date /22/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
E 22 KARE			Local Specials	CM	4am-4xm	T	:30	1	\$5,000.00 P-2	0.00 NM	1	\$5,000.00
			PREP/VIKINGS F		(6:30 PM-7:0	00 PM)			*-,			, -,
		SM 10/25		0	Б.	D ::						
Sta Week: 10/	rt Date /22/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$5,000.00	Rating 0.00						
E 23 KARE			Tonight Show	CM		35pm - T	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
			Tonight Show		•	•						
TONITE		Fred Data	Ma alada sa	C==+= ///===!-	Data	Datin						
Sta Week: 10/	rt Date /22/12	End Date 10/28/12	<u>Weekdays</u> - T	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
E24 KARE			M-F 430-5p	СМ	430-5P	- T	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
15054			Jeopardy									
JEOPA Sta	RDY irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	- T		\$1,000.00	0.00						
E 25 KARE	10/23/1	2 10/23/12	M-F 6-630p	CM	6-630p	- T	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
NIDO NII	TELY NV	N/C	KARE 11 6 News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	- T	1		0.00						
E26 KARE	10/23/1	2 10/23/12		CM	6-7a	- T	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
KARE1	1-SUNRS	S@6	KARE 11 Sunrise	· M-F								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					i	
Week: 10/		10/28/12	- T		\$1,000.00	0.00						
E 27 KARE	10/23/1	2 10/23/12	•	CM	630pm-7pm	- T	:30	1	\$2,250.00 P-2	0.00 NM	1	\$2,250.00
FNT TO	NIGHT :	30	Entertainment To	nigh								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/22/12	10/28/12	- T		\$2,250.00	0.00					<u> </u>	
E28 KARE	10/24/1	2 10/24/12	M-F 10-1035p	CM	10-1035P	W	:30	1	\$3,500.00 P-2	0.00 NM	1	\$3,500.00
KARE1	1NWS-10)	KARE News 10p									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	W		\$3,500.00	0.00						
E 29 KARE	10/24/1	2 10/24/12	•	CM	1035pm-113	35pmW	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
TONITE	SHW		Tonight Show									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	W	1	\$900.00	0.00			A			A . a
E30 KARE	10/24/1	2 10/24/12		CM	430-5P	W	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00

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KARE

Order / Rev: 705458

Advertiser: NRCC-IE

Alt Order #: 06269895 Product Desc: NRCC IE

Estimate:

Flight Dates: 10/19/12 - 10/25/12 2963

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type \$	Spots	Amount
			M-F 430-5p								
			Jeopardy								
JEOPA	RDY								_		
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating			<u> </u>		
Week: 10/	/22/12	10/28/12	W	1	\$1,000.00	0.00					
E31 KARE	10/24/1	2 10/24/12	M-F 6-630p	CM	6-630p	W	:30	1 \$2,000.00 P-2	0.00 NM	1	\$2,000.00
			KARE 11 6 News								
NBC NI	TELY NV	VS									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating			<u> </u>		
Week: 10/	/22/12	10/28/12	W	1	\$2,000.00	0.00					
E32 KARE	10/24/1	2 10/24/12	M-F 6-7a	CM	6-7a	W	:30	1 \$1,000.00 P-2	0.00 NM	1	\$1,000.00
			KARE 11 Sunrise	M-F							
KARE1	1-SUNRS	S@6									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	/22/12	10/28/12	W	1	\$1,000.00	0.00					
									Totals	32	\$50,100.00